

NATIONAL GEOGRAPHIC



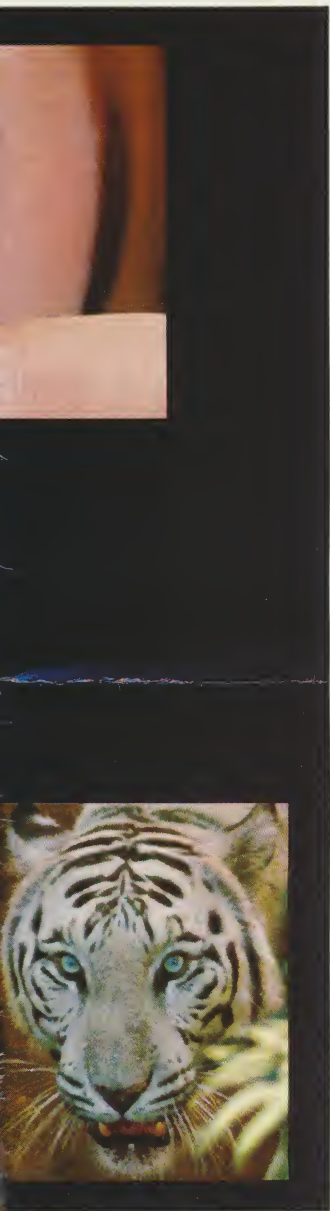
YOU ARE INVITED
to become a member of the
National Geographic Society

U.S.



THE MAGAZINE . . .

*alive with exciting new family knowledge . . .
aglow with the magic of distant horizons*



MORE THAN 5 million members receive the golden-bordered NATIONAL GEOGRAPHIC each month. They open it, read it—and almost invariably save it. Somewhere on a home bookshelf it will stay—probably for years—to be referred to again and again until it becomes a familiar friend.

For the GEOGRAPHIC is *written* to last a lifetime. It is much more than just entertainment—much more than some brief-lived carrier of information to be drained and discarded. It is *printed* to last a lifetime. Special inks keep the superlative color illustrations bright and clear for decades.

VERY SOON this year's GEOGRAPHICS will be a golden row of history on millions of shelves. Members will have ridden the swaying basket of a racing balloon and tracked seals under Antarctic ice—explored Australia, Ceylon, and scores of other intriguing places. They will know more than they did a year ago about such far-ranging subjects as killer whales and hummingbirds, William the Conqueror and laser beams.

Society membership in 1967 will bring the GEOGRAPHIC into *your* home to entertain you and to help you better understand the world in which you live.





It will widen your children's horizons each month in fascinating ways. *How can a sailplane stay aloft for hours without an engine? What are people like in London and Jamaica and the jungles of Brazil? What does it feel like to live for weeks in a house on the ocean floor?* Your children's enthusiasm will match your own.

And, as the months go by and you enjoy your growing library of GEOGRAPHICS, you'll soon see why Society members retain their membership year in and year out, until it becomes a lifetime dedication.

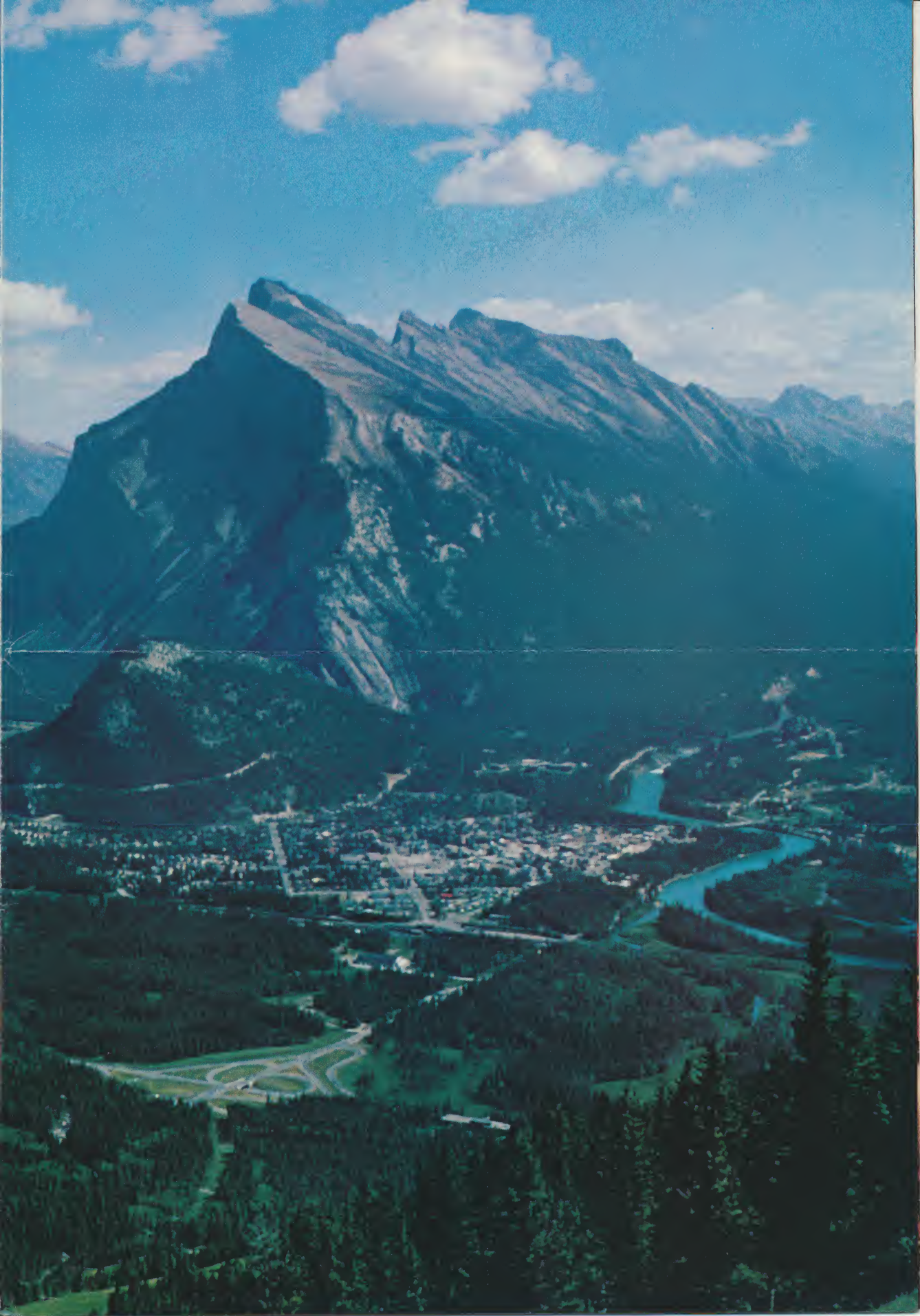
THE NATIONAL GEOGRAPHIC MAGAZINE—shining with clear, impeccably accurate, true-life adventures—with the publishing world's most lavish presentation of full-color photographs—is just one reason for membership in this nonprofit scientific and educational organization.

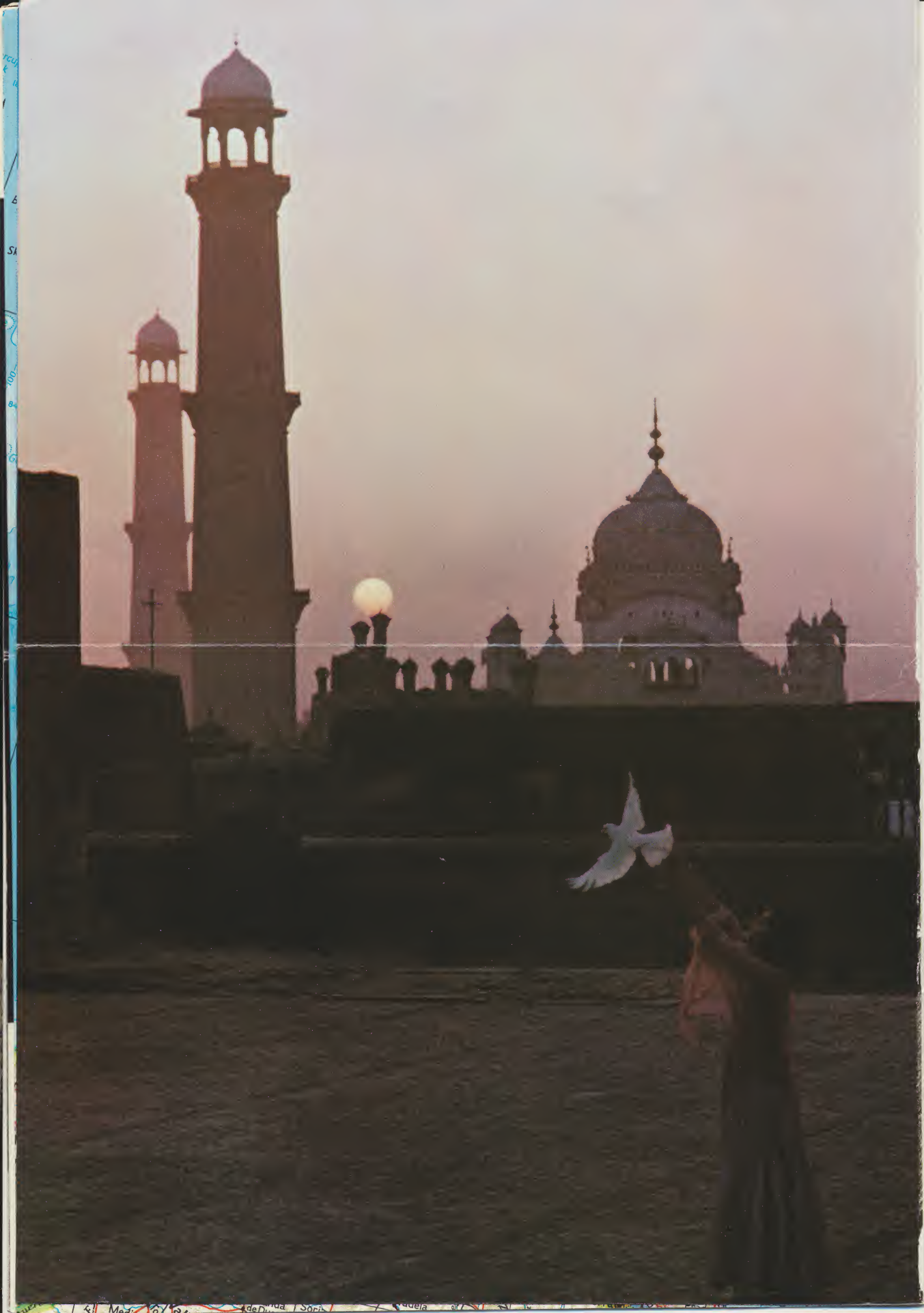
Frequently, special 11-color map supplements come with your magazine. The Society's current plans include a wall map of the United States—the Indian Ocean—Eastern Canada—and various states. Guard these engrossing maps well—for children have a way of carrying them off to school.

You will help to sponsor expeditions and research projects—for, since 1888, the Society's goal has been the increase and diffusion of geographic knowledge and the promotion of research and exploration.









The Society has sponsored more than 300 explorations. Admiral Peary's North Polar Expedition—Admiral Byrd's Antarctic Expeditions—the "Explorer" Free-Balloon Pioneer Stratosphere Flights—Dr. Beebe's Undersea Bathysphere Project—Geophysical Year Projects—the American Mount Everest Expedition—archeological excavations, such as the recent one which discovered in East Africa's Olduvai Gorge what may be the world's earliest man.

NATIONAL GEOGRAPHIC BOOKS are other benefits of membership. Each handsome volume focuses a multicolored spotlight on fascinating areas of history, nature, or geography. Famous for magnificent color pictures and lively, accurate information, they are available at very moderate prices.

GEOGRAPHIC GLOBES AND ATLASES offer your family a new understanding of world geography. Based on new concepts, the globes far surpass ordinary ones in range of uses.

THE GEOGRAPHIC SCHOOL BULLETIN—filled with photographs and stimulating articles about the world—is circulated at less than cost to students, teachers, and librarians.

THE SOCIETY'S NEWS SERVICE DIVISION supplies up-to-the-minute background information to





news outlets around the globe, helping their readers and listeners to focus clearly upon areas in the news.

Monthly issues of the GEOGRAPHIC—bonus Atlas Maps—the satisfaction of being part of research and exploration projects—the opportunity to buy new Geographic books, globes, and atlases—the knowledge that your dues help stimulate the education of our youth and add to the accuracy of news dissemination . . . all these privileges are part of your membership.

Your annual dues—including monthly issues of the NATIONAL GEOGRAPHIC—will be only \$6.50. There are no other charges. Where *else* can you get such value, today, from such a modest investment?

MEMBERSHIP is on a calendar year basis. If you have decided to accept the Society's invitation to become a member, please act promptly—to ensure scheduled delivery of your membership portfolio and early January delivery of your first magazine. So, mail the form and your remittance today. A year of stimulating experiences awaits you.

It is no coincidence that Society members are among the world's most informed people.

This is the day *you* can join them!





Experiences are coming
which you will never forget...



Membership Acceptance

I accept with pleasure the invitation to become a member of the National Geographic Society. I enclose my check for dues for the calendar year 1967.

MR.

MRS.

MISS

(please print name of an individual only)

ADDRESS

CITY

STATE

ZIP CODE

The membership dues (80% of which is designated for subscription to the National Geographic Magazine) are for the calendar year 1967. Please forward this acceptance with remittance payable to the National Geographic Society, Washington, D. C. 20036

ANNUAL
MEMBERSHIP
DUES \$6.50